

Message Text

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15

ACTION COME-00

INFO OCT-01 EA-11 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/062 W

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R 170150Z JUN 74

FM AMCONSUL OSAKA KOBE

TO SECSTATE WASH 1528

INFO AMEMBASSY TOKYO

AMCONSUL NAHA

AMCONSUL FUKUOKA

AMCONSUL SAPPORO

UNCLAS OSAKA KOBE 393

E.O. 11652: N/A

TAGS: BEXP, APER, JA

SUBJECT: FOREIGN BUYER PROGRAM: A SUGGESTION.

REF: A. STATE A-2770

B. STATE A-3692

C. STATE A-2763

D. STATE 114770

E. STATE 109972

1. SUMMARY: FOREIGN BUYER PROGRAM(FBP) MAY BE VERY HEAVILY UTILIZED BY JAPANESE BUYER GROUPS. THE LINCHPIN WILL BE THE AVAILABILITY OF JAPANESE LANGUAGE SERVICES. POST RECOMMENDS USE JAPANESE FSL PERSONNEL UN U.S.

2. JAPANESE BUSINESSMEN ARE INVETERATE TRAVELLERS AND PRESENTLY HAVE TO SCROUNGE FOR ASSISTANCE FROM JAPANESE BANKS, TRADING COMPANIES, FOREIGN SERVICE POSTS, AIRLINES, TRAVEL AGENTS, AND OTHER SOURCES TO FORMULATE ITINERARY AND TO MAKE APPOINTMENTS, FOR EXAMPLE, PANAM OFFICE IN OSAKA HAS USED ITS TELEX FACILITIES AND OFFICE NETWORK TO HELP JAPANESE BUSINEMEN SET UP APPOINTMENTS WITH U.S. FIRMS. ANTICIPATE FBP WILL BE WELCOMED NEW SOURCE
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OF HELP. PERFORMANCE OF OUR FBP WILL DETERMINE DEGREE TO WHICH

FBP WILL SUPPLANT OTHER SOURCES OF ASSISTANCE AND THEREFORE DEGREE TO WHICH JAPANESE BUSINESSMEN CAN BE CHIDED INTO PURCHASE OF U.S. PRODUCTS.

3. JAPANESE BUSINESSMEN HAVE TWO MAIN CONCERNS WHEN PLANNING U.S. TRIP.

--VASTNESS OF U.S., COMMERCIALY AND GEOGRAPHICALLY.

--LANGUAGE.

FBP APPEARS WELL DESIGNED TO ENABLE FOREIGN BUYERS TO TAP USG KNOWLEDGE OF U.S. BUSINESS.

4. SECOND CONCERN MAY PRESENT MORE DIFFICULT PROBLEM.

JAPANESE BUYERS WILL CONTINUE TO RELY HEAVILY ON JETRO, JAPANESE TRADING COMPANIES AND BANKS UNLESS USG HAS SOME MEANS OF PROVIDING SKILLED INTERPRETER SERVICE.

THE TRADING COMPANIES AND BANKS, OF COURSE, HAVE NEITHER SAME KNOWLEDGE OF U.S. BUSINESS NOR SAME INCENTIVE TO PROMOTE U.S. PRODUCTS, AS USG. USG HAS A POOL OF NATIVE-SPEAKING JAPANESE EMPLOYEES WHICH COULD BE TAPPED TO ASSIST JAPANESE BUSINESSMEN: FSL STAFF IN TOKYO AND IN CONSULATES.

5. TWO WAYS OF EMPLOYING FSL'S ARE SUGGESTED. SIMPLEST APPROACH WOULD BE FOR FSL STAFF MEMBER DIRECTLY IN CONTACT WITH BUYER GROUPS AT POST TO ACCOMPANY THE GROUPS TO U.S. USG COULD ISSUE TDY ORDERS FOR SUCH PURPOSE. THE SECOND WOULD BE TO SEND FLS ON 60 DAY OR 90 DAY TDY TO U.S. TO ASSIST IN MANNING DOC FACILITY AT BUSINESS SHOWS (REF. C). PRESENCE OF FSL AT FAIR WOULD BE EXPLAINED DURING SHOW PROMOTION (REF. D. AND SEPTEL).

6. UTILIZATION OF FSL'S IN THOSE WAYS WOULD HAVE CLEAR SIDE BENEFITS. FLS'S WOULD ACQUIRE BETTER UNDERSTANDING OF US BUSINESSMEN AND DOC DOMESTIC SERVICES AND OPERATIONS, ENABLING FLS'S TO OFFER FAR BETTER ASSISTANCE TO JAPANESE BUSINESSMEN IN JAPAN. FLS'S WOULD BE IN AN EXCELLENT POSITION TO FOLLOW UP WITH JAPANESE BUYER GROUPS ON BEHALF OF AMERICAN FIRMS ON THEIR RETURN TO JAPAN.

7. AS A PRACTICAL MATTER, USING FLS PERSONNEL FROM FUKUOKA, SAPPORO NAHA MIGHT SERIOUSLY WEAKEN POST COMMERCIAL

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SERVICES DURING FLS ABSENCE. OSAKA-KOBE HIGHLY PLEASED TO SEND ONE FLS ON A TRIAL BASIS. COMMENTS FROM EMBASSY AND CONSULAR POSTS INVITED.

ACTION REQUESTED:

8. REQUEST DOC AND STATE DECISION.
HOLLOWAY

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NNN

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